



# COMMUNITY ACTIVITY SET ASIDE (CASA) PROGRAM

## REAPPLICATION

Note: This reapplication is for CASA initiatives that are not changing any target markets. If the CASA initiative is changing a target market, complete the regular CASA application.

### **PART 1: Administrative Information**

*Complete questions 1-3 below.*

1. Name of initiative:
2. Date:
3. Partnership information:
  - a. Are you adding any new community or lender partners to your initiative?
    - If yes, provide the institution's legal name, address, contact person, email, phone and fax number.
    - For new lender partners, provide:
      - The Minnesota Housing Lender ID number.
      - Where and to whom should Minnesota Housing send the lender contract for signature?
      - Confirm the consumer contact information on the CASA matrix and add any new contact information that should be included in the matrix.
4. Estimate the number of loans and dollar amount of production you plan to originate under the initiative.

*Tip → Production estimate should be based on the first-mortgage amount only.*

5. Indicate if the initiative is 12 months or 24 months (24 months is for new construction developments only).

### **PART 2: Application**

*Complete questions 1-10 below.*

#### **Initiative Target**

1. Which targets did your initiative focus on last year? Emerging markets, Single-Headed Households or Workforce Housing? (Note: some applications may focus on multiple targets.)
2. Will your initiative make any changes to the target(s): Emerging Markets, Single-Headed Households or Workforce Housing? If so, complete the regular CASA application form.

### **Initiative Goals**

1. Describe CASA initiative production for the past year for each of the goals targeted by your initiative.
  - How many loans supported the targets identified in your application (emerging markets, single-headed households, workforce housing)? Provide the total number of loans for each category.
  - For all initiatives, indicate how many loans supported emerging market borrowers.
2. If you did not reach your CASA goals, explain strategies you will employ next year to reach future goals.
3. Describe future goals (use the same indicators as noted above).

### **Effective Marketing Strategies**

1. Discuss the most effective marketing strategies that helped the initiative reach the target market(s).
2. Discuss least effective marketing strategies.
3. Describe any marketing enhancements you plan to make to better reach the target market(s).

### **Partnership Activity**

1. How did the CASA partnership (community and lender partners) help the initiative meet its target market goals?
2. What changes, or enhancements, have been made to the partnership network (if any)? How will the resulting partnership assist the CASA initiative in meeting its goals?

*Tip ➔ Focus on the roles of your partners involved in the initiative and the strengths and contributions they bring to the partnership.*

### **Supplemental Information**

Describe any changes, or other pertinent information, related to the CASA initiative. Document any changes to the following criteria if applicable:

- Income/house price limits
- Leverage
- Homebuyer support
- New innovations

*Tip ➔ An innovation could be something unique to your marketing plan, product offering, homebuyer support system or your overall partnership effort.*

## **PART 3: Certification and Signature**

Please type the following certification on the Application: “The undersigned hereby certifies that the information contained herein is true and correct.” **Provide authorized signatures from all application partners.**